Automation-as-a-Service - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Automation-as-a-Service Market Analysis

The Automation-as-a-Service market size stands at USD 10.15 billion in 2025 and is forecast to reach USD 33.12 billion by 2030, advancing at a 26.7% CAGR. Adoption is accelerating as enterprises embed generative-AI features into existing robotic-process-automation investments while containing capital outlays through subscription billing. Robust cloud ecosystems, the rise of low-code design studios, and the emergence of domain marketplaces for ready-made bots are widening the addressable customer base. Integrations that combine process-mining diagnostics with event-driven orchestration allow real-time optimization, pushing automation programs from task level gains to end-to-end workflow redesign. Vendors with vertically integrated stacks that span discovery, build and run phases continue to displace point solutions, especially in regulated industries that demand unified governance.

Global Automation-as-a-Service Market Trends and Insights

Rising Demand for Business-Process Automation

Business units now originate 44% of all newly automated workflows, signalling that citizen developers are complementing central IT teams. Revenue-operations projects account for nearly half of live automations, underscoring a pivot toward customer-facing use cases. As cross-functional teams re-engineer hand-offs, demand rises for platforms that can manage granular permissions while enabling low-code composition. Complexity is also increasing: 61% of active bots execute multistep logic rather than

single-task macros. Customer support processes experienced triple-digit growth, showing that automation is firmly linked to retention strategies during cost-constrained economic cycles.

Cloud-First IT Strategies Accelerating AaaS Adoption

Multi-tenant architectures let providers roll out new capabilities to every client instance without scheduled downtime, shortening innovation cycles. Infrastructure-as-Code templates further reduce friction by standardising environment provisioning across testing, staging and production tiers. For SMEs, pay-as-you-go consumption shifts automation spending to operating budgets and removes server maintenance overhead. Enterprises with hybrid footprints place latency-sensitive workloads at the edge while orchestrating policies centrally in the cloud, balancing sovereignty rules with elastic scale. As a result, cloud-centric deployments are outpacing overall Automation-as-a-Service market growth.

Data-Security and Privacy Concerns in Multi-Tenant Clouds

Shared-infrastructure models increase lateral-movement risk if isolation controls fail, a top worry for financial-services and healthcare buyers. The issue is amplified when AI copilots inherit broad OAuth scopes, potentially exposing confidential content through prompt injections. European regulators enforce strict residency and automated-decision disclosure rules, forcing providers to certify encryption standards and segregate logs. Vendors respond with customer-managed keys, regionally pinned data stores and continuous compliance dashboards. Adoption momentum remains solid but buyers in highly regulated sectors proceed with staged rollouts that start with low-risk processes.

Other drivers and restraints analyzed in the detailed report include:

Convergence of RPA with Generative AI for Hyper-Automation / Subscription and Usage-Based Pricing Lowering SME Entry Barriers / Integration Complexity with Legacy/On-Prem Systems /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

On-premise installations retained 68.4% share of the Automation-as-a-Service market in 2024, reflecting strict sovereignty mandates and sunk hardware investments within finance and public-sector domains. Nevertheless, cloud variants are expanding at a 28.4% CAGR as organisations migrate non-critical workflows and development sandboxes to reduce infrastructure upkeep. Vendors now provide single-tenant VPC options that satisfy audit requirements while preserving elastic scale and automated patching. Edge deployments process data locally for latency-sensitive tasks before routing enriched payloads to central analytics, creating a hybrid topology that balances performance with governance. Contracts increasingly bundle both operating modes under unified dashboards, enabling administrators to shift workloads dynamically based on cost or compliance triggers. This flexibility positions cloud models as the long-run growth engine of the Automation-as-a-Service market, particularly for green-field digital businesses that never owned data-centre assets.

Solutions accounted for 66.8% revenue in 2024 as platform licences and bot-authoring studios formed the entry point for most buyers. The services segment, however, is forecast to outpace software sales at 28.1% CAGR through 2030 as enterprises seek design thinking, change management and continuous-improvement expertise. Managed-service providers curate runbooks, monitor bot health and apply security patches, letting customers focus on core innovation. Advisory firms within the vendor ecosystem package process-mining diagnostics with hyper-automation blueprints, accelerating time to value without ballooning headcount. As complexity rises, service quality becomes a key differentiator, reinforcing ecosystem lock-in and boosting lifetime contract values across the Automation-as-a-Service market.

The Automation As A Service Market Report is Segmented by Deployment Type (On-Premise and Cloud), Component (Solution and Services), Business Function (Information Technology, Finance and Accounting, and More), Enterprise Size (Large Enterprises and Small and Medium Enterprises (SMEs)), End-User Vertical (BFSI, Telecom and IT, Retail and Consumer Goods, and More), and Geography.

Geography Analysis

North America holds leadership with 38.6% revenue in 2024, supported by mature hyperscale data centres, a dense partner network and early platform adoption that spans finance, healthcare and public services. United States corporations deploy cognitive bots that reconcile data across ERP, CRM and vertical clouds, pushing platform utilisation rates above global averages. Canada accelerates public-sector use, while Mexico leverages automation to enhance near-shoring competitiveness in manufacturing.

Asia-Pacific registers the fastest growth at 27.3% CAGR through 2030. The ASEAN Digital Masterplan 2025 catalyses cross-border digital-service standards, spurring public-sector automation that quickly permeates private enterprises. China scales factory-floor robotics and city-administration bots, India modernises IT-service workflows, and Japan addresses labour shortages with conversational agents for elder-care. South Korea pilots 5G-enabled edge automations, while Australia focuses on mining-sector process efficiency.

Europe adopts a measured stance that balances innovation with rigorous data-protection oversight. GDPR and proposed AI-governance acts prompt demand for explainable workflows and built-in audit logs. Switzerland, Sweden and Germany exhibit the highest penetration rates, with banks and manufacturers integrating AI copilots into critical operations. Southern-European economies rely on EU funding for digitalisation, creating fresh bids for platform-as-a-service contracts. These dynamics keep the Automation-as-a-Service market resilient across varying macro-economic backdrops.

List of Companies Covered in this Report:

Automation Anywhere / UiPath / Blue Prism / IBM / Microsoft / HCLTech / Hewlett Packard Enterprise / Kofax / NICE / Pegasystems / ServiceNow / Appian / SAP / Oracle / Salesforce (MuleSoft/RPA) / WorkFusion / Celonis / Nintex / Workato / AutomationEdge /

Additional Benefits:

The market estimate (ME) sheet in Excel format /
3 months of analyst support /

Table of Contents:

1 INTRODUCTION
1.1 Study Assumptions and Market Definition
1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE
4.1 Market Overview

4.2 Market Drivers
4.2.1 Rising demand for business-process automation
4.2.2 Cloud-first IT strategies accelerating AaaS adoption
4.2.3 Convergence of RPA with Gen-AI for hyper-automation
4.2.4 Subscription and usage-based pricing lowering SME entry barriers
4.2.5 Emergence of domain-specific bot marketplaces
4.2.6 Integration of process-mining insights to drive end-to-end automation
4.3 Market Restraints
4.3.1 Data-security and privacy concerns in multi-tenant clouds
4.3.2 Integration complexity with legacy/on-prem systems
4.3.3 Regulatory scrutiny over algorithmic transparency and ethics
4.3.4 Scarcity of low-code automation governance talent
4.4 Value Chain Analysis
4.5 Regulatory Landscape
4.6 Technological Outlook
4.7 Porter's Five Forces Analysis
4.7.1 Bargaining Power of Suppliers
4.7.2 Bargaining Power of Consumers
4.7.3 Threat of New Entrants
4.7.4 Threat of Substitute Products
4.7.5 Intensity of Competitive Rivalry
4.8 Assessment of the Impact of Macroeconomic Trends on the Market

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)
5.1 By Deployment Type
5.1.1 On-premise
5.1.2 Cloud
5.2 By Component
5.2.1 Solution
5.2.2 Services
5.3 By Business Function
5.3.1 Information Technology
5.3.2 Finance and Accounting
5.3.3 Human Resources
5.3.4 Sales and Marketing
5.3.5 Operations / Supply-Chain
5.4 By Enterprise Size
5.4.1 Large Enterprises
5.4.2 Small and Medium Enterprises (SMEs)
5.5 By End-user Vertical
5.5.1 BFSI
5.5.2 Telecom and IT
5.5.3 Retail and Consumer Goods
5.5.4 Healthcare and Life Sciences
5.5.5 Manufacturing
5.5.6 Government and Public Sector
5.5.7 Other End-user Verticals

5.6 Geography
5.6.1 North America
5.6.1.1 United States
5.6.1.2 Canada
5.6.1.3 Mexico
5.6.2 Europe
5.6.2.1 Germany
5.6.2.2 United Kingdom
5.6.2.3 France
5.6.2.4 Italy
5.6.2.5 Spain
5.6.2.6 Rest of Europe
5.6.3 Asia-Pacific
5.6.3.1 China
5.6.3.2 Japan
5.6.3.3 India
5.6.3.4 South Korea
5.6.3.5 Australia and New Zealand
5.6.3.6 Rest of Asia-Pacific
5.6.4 South America
5.6.4.1 Brazil
5.6.4.2 Argentina
5.6.4.3 Rest of South America
5.6.5 Middle East and Africa
5.6.5.1 Middle East
5.6.5.1.1 Saudi Arabia
5.6.5.1.2 United Arab Emirates
5.6.5.1.3 Turkey
5.6.5.1.4 Rest of Middle East
5.6.5.2 Africa
5.6.5.2.1 South Africa
5.6.5.2.2 Egypt
5.6.5.2.3 Nigeria
5.6.5.2.4 Rest of Africa

6 COMPETITIVE LANDSCAPE
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share Analysis
6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share, Products and Services, and Recent Developments)
6.4.1 Automation Anywhere
6.4.2 UiPath
6.4.3 Blue Prism
6.4.4 IBM
6.4.5 Microsoft
6.4.6 HCLTech

6.4.7 Hewlett Packard Enterprise
6.4.8 Kofax
6.4.9 NICE
6.4.10 Pegasystems
6.4.11 ServiceNow
6.4.12 Appian
6.4.13 SAP
6.4.14 Oracle
6.4.15 Salesforce (MuleSoft/RPA)
6.4.16 WorkFusion
6.4.17 Celonis
6.4.18 Nintex
6.4.19 Workato
6.4.20 AutomationEdge

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK
7.1 White-space and Unmet-Need Assessment

Automation-as-a-Service - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-28
		Signature	